

## ORDER



|               |                      |                     |
|---------------|----------------------|---------------------|
| <b>Orders</b> | <b>Order / Rev:</b>  | <b>348751</b>       |
|               | Alt Order #:         | 06841310            |
|               | Product Desc:        | SHELLEY BERKLEY 60S |
|               | Estimate:            |                     |
|               | Flight Dates:        | 08/14/12 - 08/20/12 |
|               | Original Date / Rev: | 08/13/12 / 08/13/12 |
|               | Order Type:          | GENERAL             |

**KTNV - Las Vegas**

|               |                 |
|---------------|-----------------|
| Primary AE:   | Anjanette Brady |
| Sales Office: | PPH             |
| Sales Region: | NAT             |

|        |                  |                               |
|--------|------------------|-------------------------------|
| Agency | Name:            | <u>Shorr, Johnson, Magnus</u> |
|        | Buying Contact:  | <u></u>                       |
|        | Billing Contact: | <u></u>                       |
|        |                  | <u>1831 Chestnut St.</u>      |
|        |                  | <u>Philadelphia, PA 19103</u> |

|                    |           |
|--------------------|-----------|
| Billing Type:      | Cash      |
| Billing Calendar:  | Broadcast |
| Billing Cycle:     | EOM/EOC   |
| Agency Commission: | 15%       |

|                   |                |                           |
|-------------------|----------------|---------------------------|
| <b>Advertiser</b> | <b>Name:</b>   | <b>Berkley/D/Senate</b>   |
|                   | Demographic:   | A35+                      |
|                   | Product Codes: | PL Other                  |
|                   | Priority:      | P-05                      |
|                   | Revenue Codes: | AGY-TRANS, POL CAND, CAND |

|                         |          |
|-------------------------|----------|
| New Business Thru:      |          |
| Order Separation:       | 00:10:00 |
| Advertiser External ID: |          |
| Agency External ID:     |          |

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 07/30/12   | 08/20/12 | 6       | \$4,700.00   | \$3,995.00 |

**Totals**

| Month         | # Spots  | Gross Amount      | Net Amount        | Rating      |
|---------------|----------|-------------------|-------------------|-------------|
| August 2012   | 6        | \$4,700.00        | \$3,995.00        | 0.00        |
| <b>Totals</b> | <b>6</b> | <b>\$4,700.00</b> | <b>\$3,995.00</b> | <b>0.00</b> |

## Account Executives

|                   |              |              |                               |         |
|-------------------|--------------|--------------|-------------------------------|---------|
| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
| Anjanette Brady   |              |              | Start Of Order - End Of Order | 100%    |

## Order Share

| Order Share      | Share | Total       |
|------------------|-------|-------------|
| KTNV - Las Vegas | 18%   | \$4,700.00  |
| Market           | 100%  | \$26,111.11 |

### Competitive Share

| Competitive Share | Share | Total       |
|-------------------|-------|-------------|
| CABLE             | 0%    | \$0.00      |
| KBLR              | 0%    | \$0.00      |
| KELV              | 0%    | \$0.00      |
| KFBT              | 0%    | \$0.00      |
| KHDF              | 0%    | \$0.00      |
| KINC              | 0%    | \$0.00      |
| KLAS              | 20%   | \$5,222.22  |
| KLVX              | 0%    | \$0.00      |
| KMCC              | 0%    | \$0.00      |
| KSNV              | 48%   | \$12,533.33 |
| KTUD              | 0%    | \$0.00      |
| KVMY              | 0%    | \$0.00      |
| KVVU              | 12%   | \$3,133.33  |
| KVWB              | 0%    | \$0.00      |
| LV1               | 0%    | \$0.00      |
| UNKWN             | 2%    | \$522.22    |

| Ln  | Ch   | Start    | End      | Inventory Code                   | Break | Start/End Time | Days       | Len  | Spots | Rate     | Pri  | Rtg  | Type | Spots | Amount     |
|-----|------|----------|----------|----------------------------------|-------|----------------|------------|------|-------|----------|------|------|------|-------|------------|
| E 1 | KTNV | 08/14/12 | 08/17/12 | M-F 7-9a<br>Good Morning America | CM    | M-F 7-9a       | - TWTF - - | 1:00 | 4     | \$800.00 | P-03 | 0.00 | NM   | 4     | \$3,200.00 |

Order / Rev: 348751  
 Alt Order #: 06841310  
 Flight Dates: 08/14/12 - 08/20/12

Advertiser: Berkley/D/Senate  
 Product Desc: SHELLEY BERKLEY 60S  
 Estimate:

KTNV - Las Vegas

| Ln                   | Ch   | Start             | End             | Inventory Code       | Break | Start/End Time Days | Len          | Spots             | Rate        | Pri      | Rtg           | Type   | Spots | Amount     |
|----------------------|------|-------------------|-----------------|----------------------|-------|---------------------|--------------|-------------------|-------------|----------|---------------|--------|-------|------------|
| GOOD MORNING AMERICA |      |                   |                 |                      |       |                     |              |                   |             |          |               |        |       |            |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                     |              | <u>Spots/Week</u> | <u>Rate</u> |          | <u>Rating</u> |        |       |            |
| Week:                |      | 08/13/12          | 08/19/12        | - TWTF - -           |       |                     |              | 4                 | \$800.00    |          | 0.00          |        |       |            |
| E 2                  | KTNV | 08/20/12          | 08/20/12        | M-F 7-9a             | CM    | M-F 7-9a            | M- - - - -   | 1:00              | 1           | \$800.00 | P-03          | 0.00   | NM    | \$800.00   |
|                      |      |                   |                 | Good Morning America |       |                     |              |                   |             |          |               |        |       |            |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                     |              | <u>Spots/Week</u> | <u>Rate</u> |          | <u>Rating</u> |        |       |            |
| Week:                |      | 08/20/12          | 08/26/12        | M- - - - -           |       |                     |              | 1                 | \$800.00    |          | 0.00          |        |       |            |
| E 3                  | KTNV | 08/18/12          | 08/18/12        | Sat 7a GMA           | CM    | Sat 7a-8a GMA       | - - - - - S- | 1:00              | 1           | \$700.00 | P-03          | 0.00   | NM    | \$700.00   |
|                      |      |                   |                 | Sat 7a-8a GMA        |       |                     |              |                   |             |          |               |        |       |            |
|                      |      |                   |                 | SATURDAY G.M.A.      |       |                     |              |                   |             |          |               |        |       |            |
|                      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |       |                     |              | <u>Spots/Week</u> | <u>Rate</u> |          | <u>Rating</u> |        |       |            |
| Week:                |      | 08/13/12          | 08/19/12        | - - - - - S-         |       |                     |              | 1                 | \$700.00    |          | 0.00          |        |       |            |
|                      |      |                   |                 |                      |       |                     |              |                   |             |          |               | Totals | 6     | \$4,700.00 |